

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP18/12 12.54
 *** WFLA-TV ***
 REP HEADLINE# 0040038
 \$\$\$ UNAPPROVED REV #1 \$\$\$
 CHANGES

ADV # _____ ADV. NAME FOLI/M ROMNEY/R/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME AMERICAN KAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID
 138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
 BEVERLY, MA 01915
 ORDER # _____ CONTRACT # 6320038 CLASS: NATL. LOCAL REGIONAL
 PROCT ROMNEY FOR PRESIDENT EST#95 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP15/12 SEP25/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP18/12 12.54

REP: REVISION
 RATE AND TIME PERIOD CHNGE LN 23
 LN'S 34,38,40-41 RATE CHANGE
 NEW TTL \$143,300
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT

44A: 4650

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
32			RT 800P-1100P	30		\$1,350.00	9/22	9/22	3		SAT	3
PROGRAM : COLLEGE FOOTBALL CON COM1: COLLEGE FOOTBALL												
34			F 630P 700P	30		\$5,000.00	9/22	9/22	1		SAT	1
PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS												

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 95

9/24/12

REP HEADLINE# 6320038
 \$\$\$ UNAPPROVED REV #1 \$\$\$

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 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38	R		1000A-1100A	30		\$5,000.00	9/23	9/23	1		SUN	1
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
40	R		630P-700P	30		\$5,000.00	9/23	9/23	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
41	R		700P-815P	30		\$3,400.00	9/23	9/23	2		SUN	2
PROGRAM : FTBL NIGHT IN AMERICA												
CON COM1: FTBL NIGHT IN AMERICA												
SEP/12			143300.00									
CONTRACT TOTAL												143300.00
TOTAL SPOTS												120

MARKET TOTALS \$645,940 WFLA 20% WFTS 15% WTSP 34% WTVT 20% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

SEP 17/12 19.24

WFLA-TV *****

SEP 17/12 19.24

WFLA-TV *****

33

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 95												
1			600A-700A	30		\$700.00	9/24	9/25	4		M-TU	4
PROGRAM : 6A NEWS CON COM1 : 6A NEWS												
2			600A-700A	30		\$700.00	9/19	9/21	6		W-F	6
PROGRAM : 6A NEWS CON COM1 : 6A NEWS												
3			700A-900A	30		\$900.00	9/19	9/21	6		W-F	6
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												

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SEP17/12 19.24
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30		\$900.00	9/24	9/25	4		M-TU	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
5			900A-1000A	30		\$550.00	9/24	9/25	2		M-TU	2
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
6			900A-1000A	30		\$550.00	9/19	9/21	3		W-F	3
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
7			1200N-100P	30		\$200.00	9/19	9/21	3		W-F	3
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
8			1200N-100P	30		\$200.00	9/24	9/25	2		M-TU	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
9			100P-200P	30		\$400.00	9/19	9/21	3		W-F	3
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
10			100P-200P	30		\$400.00	9/24	9/25	2		M-TU	2
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
11			200P-300P	30		\$250.00	9/24	9/25	2		M-TU	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
12			200P-300P	30		\$250.00	9/19	9/21	3		W-F	3
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												

REP HEADLINE# 6320038
 *** ORIGINAL REV#0 ***

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/24	9/25	2		M-TU	2
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/19	9/21	3		W-F	3
15			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	9/24	9/25	2		M-TU	2
16			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	9/19	9/21	3		W-F	3
17			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	9/19	9/21	3		W-F	3
18			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	9/24	9/25	2		M-TU	2
19			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	9/19	9/21	6		W-F	6
20			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	9/24	9/25	4		M-TU	4
21			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	9/19	9/21	6		W-F	6

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	9/24	9/25	4		M-TU	4
23			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	9/19	9/21	3		W-F	3
24			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	9/24	9/25	2		M-TU	2
25			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	9/24	9/25	4		M-TU	4
26			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	9/19	9/21	6		W-F	6
27			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	9/24	9/25	4		M-TU	4
28			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	9/19	9/21	6		W-F	6
29			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/21	9/21	1		FRI	1
30			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	9/22	9/22	2		SAT	2

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LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			500A-1000A	30		\$300.00	9/22	9/22	1		SAT	1
PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS												
32			330P-700P	30		\$450.00	9/22	9/22	3		SAT	3
PROGRAM : COLLEGE FOOTBALL CON COM1: COLLEGE FOOTBALL												
33			600P-630P	30		\$700.00	9/22	9/22	1		SAT	1
PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS												
34			630P-700P	30		\$2,500.00	9/22	9/22	1		SAT	1
PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS												
35			700P-800P	30		\$650.00	9/22	9/22	1		SAT	1
PROGRAM : ENT TONIGHT 60 SAT CON COM1: ENT TONIGHT 60 SAT												
36			800A-900A	30		\$500.00	9/23	9/23	1		SUN	1
PROGRAM : SUN TODAY NBC CON COM1: SUN TODAY NBC												
37			900A-1000A	30		\$300.00	9/23	9/23	1		SUN	1
PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS												
38			1000A-1100A	30		\$1,400.00	9/23	9/23	1		SUN	1
PROGRAM : MEET PRESS CON COM1: MEET PRESS												
39			600P-630P	30		\$750.00	9/23	9/23	1		SUN	1
PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS												

Level 1?

Level 1?
\$5000

1st fall is drive

1 ONA

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40			630P-700P	30		\$2,500.00	9/23	9/23	1		SUN	1
PROGRAM : SUN 630P NEWS CON COM1 : SUN 630P NEWS <i>Level 1</i> 15000												
41			700P-815P	30		\$1,700.00	9/23	9/23	2		SUN	2
PROGRAM : FTBL NIGHT IN AMERICA CON COM1 : FTBL NIGHT IN AMERICA <i>Level 2</i> 3400												
42			815P-1130P	30		10000.00	9/23	9/23	3		SUN	3
PROGRAM : NBC SUN FTBL CON COM1 : NBC SUN FTBL <i>OK</i>												
SEP/12			128600.00									
CONTRACT TOTAL												128600.00
TOTAL SPOTS												120

MARKET TOTALS \$645,940 WFLA 20% WFTS 15% WTSP 34% WTVT 20% WTOG 1% WTIA 2% WMOR 1%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%

SVC- NSI
 DEMOS- RA354 *

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 774 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	142650	Campaign Ref:	E:120918053
Buyer:	US	Client/Product/Estimate:	1. / 95	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06320038
Est./PO Number:	06320038	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
1	M-F 6a News MT.....	03	700	30 Comme	Nbr of Spots	4	4	2800
2	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	6	6	4200
3	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
4	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
5	M-F 9a Today Show II MT.....	03	550	30 Comme	Nbr of Spots	2	2	1100
6	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
7	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	3	3	600
8	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	3	3	1200
Weekly Totals: Total Spots (Ord Spots)					79	40	119	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 774 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	142650	Campaign Ref:	E:120918053
Buyer:	US	Client/Product/Estimate:	. / .95	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06320038
Est./PO Number:	06320038	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
10	M-F 1p Days Of Our Lives MT.....	03	400	30 Comme	Nbr of Spots	2	2	800
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
14	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
18	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
19	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	6	6	7200
Weekly Totals: Total Spots(Ord Spots)					79	40	119	

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PHONE (813) 228-8886

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	142650	Campaign Ref:	E:120918053
Buyer:	US	Client/Product/Estimate:	././95	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06320038
Est./PO Number:	06320038	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
20	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
21	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	6	6	6000
22	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots	4	4	4000
23	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	3	3	3000
24	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots	2	2	2000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	4	4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	6	6	7500
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots	4	4	2600
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	6	6	3900
29	Fri 10p ET / 9p CT Dateline NBC FridayF..	03	3000	30 Comme	Nbr of Spots	1	1	3000
Weekly Totals: Total Spots(Ord Spots)					79	40	119	

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Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	142650	Campaign Ref:	E:120918053
Buyer:	US	Client/Product/Estimate:	. / .95	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06320038
Est./PO Number:	06320038	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	2	2	1000
31	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
32	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1	1	700
33	Sun 8a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
34	Sun 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
35	Sun 6p NewsS.	03	750	30 Comme	Nbr of Spots	1	1	750
36	Sun 815p ET / 715p CT NBC Sunday Night FootballS.	03	10000	30 Comme	Nbr of Spots	3	3	30000
37	Sat Notre Dame PrimeS.	03	1350	30 Comme	Nbr of Spots	3	3	4050
38	Sat 630p ET / 530p CT NBC Nightly NewsS.	01	5000	30 Comme	Nbr of Spots	1	1	5000
39	Sun 10a Meet The PressS.	01	5000	30 Comme	Nbr of Spots	1	1	5000
Weekly Totals: Total Spots (Ord Spots)					79	40	119	

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PHONE (813) 228-8888

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Buyer: US	Client/Product/Estimate: . / /95	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/30/12	Weeks: 2	Order Ref: 06320038
Est/PO Number: 06320038	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
40	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	Nbr of Spots 1		1	5000
41	Sun 7p ET / 6p CT Football Night in AmericaS	03	3400	30 Comme	Nbr of Spots 2		2	6800
Weekly Totals: Total Spots(Ord Spots)					79	40	119	

Grand Totals				Month 9 Weeks: 5	
		09/17		09/24	
Totals	Spots	119		79	40
	Cost	142650		110650	32100

Grand Totals:	Spots:	119
	Gross Total:	142,650.00
	Commission:	21,397.50
	Net Total:	121,252.50